

# Ag BrandFile

Increase your client sales and uncover new prospects with this exclusive, proprietary seed & crop protection brand usage producer survey – NOW an intelligence tool.

## USEFUL FOR

- Providing your sales force with better client prospect profiles by linking insightful data to your current client/prospect list
- Tracking your competitors market shares
- Tailoring your marketing message to communicate effectively with key customers/prospects

## 2015 Major survey producer targets

- Corn: 250+ acres – 13,438 respondents
- Soybeans: 250+ acres – 12,362 respondents
- Cotton: 250+ acres – 663 respondents
- Wheat: 250+ acres – 4,950 respondents
- Sorghum: 250+ acres – 884 respondents
- Rice: 100+ acres – 248 respondents
- Peanuts: 1+ acres – 198 respondents
- Herbicide Brands Used – 15,792 respondents
- Insecticide Brands Used – 4,324
- Fungicide Brands Used – 5,557

